



Podcast Episode 153
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“What Makes a Successful Coach? (And Andy’s Criteria for Being Coachable)”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Thanks for joining us today, Andy thank you for joining us today.

Andy Andrews: I am excited to be here. This is great. I love doing these David.

David: Excellent.

Andy: I love talking to people who are listening to them. I only have one suggestion for people when they say, hey I love listening to you and David on the podcast, my one suggestion is, please share this with other people, please have them put their email address in and let us send these to them, to your friends, on a weekly basis. We hope these are helping and my mission is to help people live the life that they would live if they only knew how. And so, I really want to touch a bunch of more people. And you can help me do that if you don’t mind.

David: Absolutely. And I talk to people on a regular basis, we try to keep these fairly short. They’re typically anywhere from 15 to 30 minutes. We’re not trying to monopolize.

Andy: So I’ve enjoyed being here with you today.

David: We’re not trying to monopolize anybody’s entire day, we know there’s a ton of stuff out there that people can consume. But I talked to one woman a couple

of weeks ago who gets up early every Sunday morning, before the rest of her family, and that's when she listens to the podcast. I talked to another man last week, who, it's a part of his workout, he does the treadmill for 30 minutes, he listens to the podcast, every time, once a week when he's working out.

Andy: We should have something for all those people. Come on, pick it up, come on. And for the first lady, every head bound, every unclosed. Welcome on Sunday morning, one looking around.

David: Yes, that's fantastic. Would you come? That's my terrible Bill Graham impersonation.

Andy: Bill Graham: thousands are coming, literally, thousands.

David: That's fantastic.

Andy: This is disintegrating. I don't know why we're doing it. Do we have a question this week?

David: We do have a question. I was going to say, first of all, this is an exciting time for you and me, and for a lot of people out there that enjoy football.

Andy: Tan tan tan tan tan. Yep, yep, yep.

David: We're talking today I think college football starts this weekend and so that's an exciting time for a lot of people. I think it's a sad time for a lot of, a lot of women. I always hear, what do they say, I'm, what's the word? I'm a football widow or something like that. Fantasy football widow or something along those lines.

Andy: I never really got into Fantasy football. Do you do that?

David: I've done it before. We've done it one here in the office for the last couple of years, with the team.

Andy: I wonder what you guys were doing here.

David: That's the only productive thing that we do in the fall.

Andy: Nobody asked me to be a part of it.

David: Well actually we need some more people. So...

Andy: So you're still doing it?

David: Well, we haven't started yet, we need another person. Say yes. We will be doing that, Andy will you be on our Fantasy football?

Andy: You're turning red and stammering David.

David: Yes. This is one of those times where I wish...

Andy: Would I what, would I be?

David: Would you be in our Fantasy Football League?

Andy: No. I'm really not interested in that. I don't know why, but I love watching the game. I love football. I mean, I really, I love football. I can watch football at 2 o'clock in the morning on a Wednesday night, when it's two sissy teams from

some weird conference. I don't even know who they are. I don't care, I like football.

David: But what's interesting to me about you, is not just that you enjoy football, there is something going on and has been for several years now. It's becoming a trend at a lot of the major Universities, you have worked with a lot of coaches and a lot of these major football programs. And you haven't sought out those relationships, they've sought you out. And it's obviously a perfect fit. You love football, football coaches are seeking you out, you're working with the coaches, the teams, the Universities as a whole in some regard.

Andy: Yeah, it is fun.

David: So that is just a great, a great added element to what you do, that you're working with coaches all the time. And it happens to be coaches of your favorite sport.

Andy: That's true. I learned a lot from these guys.

David: And you're around so many of them, so many successful ones. You've been, we don't taut this around so often but it's true, you've had hand in several BCS National Championships over the last few years. A couple of Super Bowls, that you've worked with these teams. Basically you've just been around a lot of successful programs and a lot of successful coaches.

Andy: That's true.

David: So you've seen them up close. I know you would never say that stuff so that's why I'm throwing it out there. But you've been around a lot of successful

coaches and that's actually our question today. In your experience, specifically as it relates to football at first, but then beyond that, in your opinion what are the characteristics of a successful coach?

Andy: Hmm, boy that's a great question. Because I, you know, I see football as a metaphor for business, a metaphor for life. You know, I believe that what I do with my clients, which, I don't know if people know, I have, I mean, I speak and I write but I also have a few clients. And a couple of criteria that I have for doing that, you know, one is, I got to like them. I mean, I've got a wife and two boys, and I actually want to keep them. And so life's too short to be around people, I mean, I can go in and speak for somebody that I'm not crazy about and just do it and I'm in and out. But if you're going to have a client relationship or if I'm going to have one, I got to like them. But the other thing, and a hugely important part to me, is that I have to be convinced that their belief level is at a point where they can accomplish great things. And that their ability to process information quickly and shift on the fly, is also at a high level. And when I talk about the belief level, most people say, oh, I believe. But I am convinced that people can only achieve to the level that really believe.

Now I'm not talking about that people can achieve to the level that they constantly say they believe or their goals. I think to a large degree, I know Zig Ziglar was a great friend of mine. Zig's probably rolling over in his grave when I say this, but I think to a large degree, goals turn out to be disingenuous, at best because people lie about them. You know, I mean, people say, well what's your goal? Forty, I'm forty baby, you just mark me down for forty. That's what I'm going after this year, sure is, forty. Well the guy doesn't really believe he can forty, he only believes he can do thirty. But he's gonna say forty because he knows what happens when he says thirty. I mean, last year he said thirty, and he almost lost his job. He said, when the sales manager said, what are you going after this year? He said, thirty.

And the sales manager jumped over and said, thirty? Thirty? That's the best you can, thirty? If you can't think higher than thirty, you know, then we'll get somebody else in here. And he said, oh forty, I meant to say forty. I'm after forty.

David: And he's pressured into it.

Andy: Yeah. And now he says forty, I'm after forty. And then here's the awards banquet at the end of the year and he does 31. And he said, yeah, I was after forty but I got 31. That's me, shooting for the stars, hit the moon. Forty next year baby, forty. And see the whole company is in disarray because nobody can understand why they can't forecast the numbers. They can't ever, you know, get these numbers right and can't ever hit what they. Well the reason is because everybody's lying about them. And so,

David: And they feel pressure to do so.

Andy: Yeah. And so, I've learned not to even ask with these coaches, I've learned not to ask you know, what is your goal? I've learned to ask, what are we trying to do here, ok.

David: And so the successful ones you've been around, are open to answering that question.

Andy: They're open to answering that question but they also have a high level of belief about what they can do. And you know, their belief level is revealed in that. So one characteristic of a successful coach is that they have a high level of belief in what they do and in what they can accomplish. Now, think, think here David. We can only achieve to the level that we truly believe. Not to what we say we believe, not what our goals, dreams and wishes are, not what somebody else has

done, what we might be able to do. And if we took their methods, we could possibly approach. No, I'm saying, what you really believe. Alright, so since goals are disingenuous, a lot of our time because people say, take time with your goals, take time with goals. Listen, I think you should take time increasing the level of what you can truly manage to believe, ok. You know, for a long time, I'm into proof, not encouragement. I think encouragement is fine but I think proof is better. If I can proof something to you, then you ain't gotta ever see me again if you want to. Because you'll take that proof and harness it, use it in different areas of your life. Well, when you look at what people believe and what I just said a minute ago, that people can only achieve to the level they believe. I really, I am convinced to that, I believe that people can only achieve financially, physically and so many different ways to the level that they truly believe. And I know that, that even sounds good, but when you get down to the nitty-gritty on it, it's also, it's one of those kind of things that it's easy to disagree with. Especially an athlete, when you look at somebody who's been under the purview of a coach, and you say, hey you can only achieve in the weight room, to the level that you really believe, that your mind controls this, your thinking.

You know, I've seen athletes go, hmm I don't know about that. And so I had to figure out a way to prove that, ok. And it took me forever to find a way, to figure a way. And I can't do it on the podcast, because you need to see this and also it takes too long. But I will tell you this, I will get an athlete right in front of a team, I mean, with this one person and myself, facing the entire team, and I'll have this athlete perform a physical feat. You know, do something that they know they can do and everybody else knows they can do it. And then, I will change the rules on this person, they think. Now the entire team sees that what I'm doing behind his back, that ain't changing nothing.

David: Nothing's changed at all, ok.

Andy: I've just convinced this guy that the situation has changed.

David: By your words only, you've convinced him something has changed, ok.

Andy: Correct. And 60 to 90 seconds after he lifted the weight, he can't get it off the ground and I'm not hypnotizing anybody. I mean, nothing has changed except what he believes. So we can only achieve to the level that we really believe. And so, when you look at characteristics of a successful coach, one of those that is huge, near the top of the list, is the ability or they have a belief level that is unphased by outside sources, ok.

David: Ok.

Andy: You know, and all the times I've sat down with the coaches, I've only had one guy when I said, what are we trying to do here? He said, I want to win five National Championships in a row at one school. I'm like, oh, ok. Right? And you know, you would not believe, now on the other hand, you would not believe how many coaches I've said, so what are we trying to do here, you would not believe how many have said to me, we want to be in contention for the Conference Championship every year. Or we wanna be in contention for the Division Crown every year. And you know, I almost wanna walk out then, because I'm like, really? Who didn't wanna be in contention for the Conference Championship? I mean, dude, you could be in contention for the Conference Championship three years in a row and you're fired.

David: Exactly. And contention doesn't mean anything. Just by playing the games, you're in contention.

Andy: Right. And so, that is a huge characteristic, is that their belief level is way on up there and is unphased by outside sources. Another characteristic of a successful coach is that no matter their age, no matter the success that they had in the past, they're always continually looking to expand what they know. They're pushing the boundaries of what they know. Another part, another thing that I believe is a huge characteristic of a successful coach, is a lot of people think they're crazy. That's a characteristic.

David: It is.

Andy: And I don't mean that they lose their temper or anything, I think a lot of people look at them and don't understand what they do. You know, that they look and go, why are you doing that? But they are, I think a lot of them really, I think they accept the Jones's secret principle of extraordinary achievement.

David: Yes.

Andy: You know, if you're doing what everybody else is doing, you're probably doing something wrong.

David: Yes.

Andy: And so, they're looking at a different way. You know, one of the things that I talk about with clients and you know, a couple of these coaches have been clients, I talk about competing at a level that is very different. I put it another way for the clients.

David: Right, right.

Andy: But I talk about, you know, doing something just totally different. And I'm not talking about out of the box because everybody does about out of the box. So I'm not talking out of the box, I'm talking about, let's get way out of town, away from the neighborhood that has the building that's building the boxes that everybody else is sitting outside of. Because everybody talks about being outside of the box, and so in fact nobody's really outside of the box anymore.

David: Exactly.

Andy: And so outside of the box has become the box. And so to find these characteristics of a successful coach, to find them doing things that people go, I can't believe that worked.

David: And I'm thinking about this, as you're talking about it, I really hope that even the non-football fans, the non-sports fans out there, are seeing the very clear parallels to not just how this applies in the business world, but this applies to family, this applies to parenting, this applies to everything.

Andy: You know, this, I'm thinking of a specific coach and a specific thing that he did. And without revealing his, the thing that they caught on to, I want to give you the principle. I really believe that whether it's in business, life, coaching, organizations, whatever, that we are doing something seriously wrong when it comes to charting our path. Most companies, most organizations, what they do, is that they will look at the methods, and they will really work on establishing these methods. And they'll look at this company that has done that, they've been able to do that, so now that didn't work, so let's don't take that but let's take this part that worked here and put that in what we're doing in this company over here. We'll take this part that work there. And they'll take several of the companies and

they'll say, look at the results they got in doing this. So if we take the best from each of them, surely we should be able to approach these kind of results out here.

And so basically what they're doing, is they're using the methods, they're concentrating on methods and allowing those methods to determine their result. It's exactly backwards. If what you really want to achieve, if you want to achieve something extraordinary in your family, in your business, with your team, you want to choose something incredible, even a little piece of what you do, right. You know, in football, let's say that you want to recruit great running backs and you want to get them year after year after year. I mean, you want to get the highest recruited high school running back, you want somebody that's in the top five and you want them every single year. Well nobody does that. Because you know, you have to promise the kid he's gonna be a starter, you have give him all the carries. And so the best, most people can do is to be able to have five star sought after runner back every three of four years. Because if you're the guy and you have signed with this college and you're only a freshman, well I'm not gonna go there. Because I know, you know, that I'm gonna sit behind you for two years at least. So I'm not gonna go there. And so traditionally that is what happen. But you know, there is one program out there that has managed to you know, send a first round draft choice at running back to the pros, for like, five, six, seven years in a row now. And these are highly recruited but man, it's a totally different look because if you're figuring out what you want as a result and you lay that best out there. I said that choosing these methods and allowing these methods, what everybody does even if it's the best of what everybody does, and using these methods to terminal results exactly backwards, what we should do is determine what is the best? What is the best result that could ever possibly happen? What's the best? Alright and now we back up and we design methods that are specifically designed to move toward that.

David: And that best becomes the standard.

Andy: And that's how you create a process, right. I mean, that's how you create a process that will move along a line to a specific area. And that's how you can have faith in your process. And you can have people buying into your process, because you are laying that very best possible result out there. And through the years you are continually designing and refining methods that move toward whatever that best is. And maybe it took you ten years to hit the best. But then you hit the best and then it took you a couple of years to get back to the best. And then you hit the best two years in a row. Then, now you're hitting the best every other year. And so that process gets designed to specifically deal with the best. And as it goes through its own process, it's not only designed, it's refined. And so,

David: And accelerated.

Andy: And accelerated. And so, that's what you're talking about, that the difference in choosing the best and allowing the best to dictate the methods. Or paying so much attention to your methods and allowing your methods to dictate whatever result you get.

David: That's excellent. And I think again, there's applicable characteristics of quote on quote coaches, that all of us can apply. I mean, everything you just listed is something that in one area of your life or another, right now, anybody that's listening to this, you can apply some of these things to your life immediately. Whether it's your business, your family, your marriage, potentially if you're a coach.

Andy: Absolutely. And this one specifically you should be able to apply.

David: Absolutely. Establish the best, and work towards designing the process that gets you there. That's terrific. Andy thank you so much for that. Another great question and we'd love to feature one of your questions in the future. Send us an email intheloop@andyandrews.com. Or give us a call and leave a voicemail for Andy. That phone number is 1800 726 2639. Leave us your name, where you're calling from and your question. And Andy we'll be glad to take that question and we'll address it on a future episode. And make sure that you're telling your friends about this.

Andy: Please tell your friends.

David: We love doing this. It's a great way for an interaction that's typically not available. I know Andy that I enjoy this just because it allows you and I to have conversation. It's not just me reading what you wrote, four, five years ago, it's us engaging in life, what's going on right now.

Andy: That's true.

David: Share this with your friends. Tell other people about it. And point them in our direction, we'd love to have them on board as well. Andy thanks for taking the time.

Andy: Thank you buddy, I had a great time. And look forward to next week.

Would you like to run something by Andy? Contact us and your question might be featured on the show!

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